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Ear Reflection

**Ear Part One- Slideshow for an incoming freshman girl**

I remember when I was a freshman girl and I was faced with a lot of decisions. I wanted to join clubs and organizations because I was told that it would look good on my resume. I started to join a bunch of different clubs without even knowing what they were all about. After I went to a couple meetings I realized I joined those clubs just for my resume not because I actually enjoyed them. I then decided to find clubs that I was actually interested in and would enjoy going to. That is when I looked into Greek Life. A lot of freshmen girls are in the same situation and want to join clubs and organizations just for the resume boost. I know Greek life is not for everyone, but it is for some and if people are just shown what comes out of being Greek they might find the club or organization that is more than just a resume builder. A social life is one part of college life and Greek life is a great way to meet the friends in college that will be your friends for a lifetime. Showing freshman girls what Greek life is all about may help make joining one much easier.

The genre I chose was a slideshow all about why they should join a sorority. Pictures of Greek life are what I see best suiting the purpose I want to get across to freshmen. College kids take a lot of pictures to record different things that go on in their daily lives. Many of those photos end up on Facebook, and though many people will deny it, people creep on others photos to see all the fun that girls in sororities are having or what they do on a daily basis. Since pictures are a great way to show people different things, I decided a picture slide show would show freshman just how much fun Greek life is in many different ways including community service, Greek mixers, date parties, friendship, and sisterhood. Though many may argue that there is no difference between sisterhood and friendship there is a difference. Friendship you have with many friends you meet throughout your life from when you were little to your college friends. Some friends come and go while others try to stay close but pick different paths, when they go to colleges, and lose touch. You may meet friends in college that are not in your sorority and you may be great friends and stay in touch with them well after college. But when it comes to sisterhood there is a bond that can never be broken. There is a stronger bond between sisters they share a lot of great memories with each other and there is always something to talk about. With my other friends there are times that we have nothing to talk about, but with my sisters there is never a dull moment. You will barely hear stories of girls who did not stay in touch with their sorority sisters well after college. Though some may argue there is no difference between friendship and sisterhood, unless you experience the bond you share it is hard to tell the difference.

The characteristics I imitated from sample slideshows was the song, I chose, related quite closely to my topic. My second slide says “Spice Up your Life, Go Greek,” and my song I chose is “Spice up Your Life” by the Spice girls. These two had similar titles so it would be a good song and title for my project. Also, I took from one of my samples the way they transfer from slide to slide fits with the music, when there was change in music the slide would change. The pictures I used were similar to another genre which were eye catching and interesting and kept me interested. The pictures I chose are eye catching and interesting because it is real girls in Greek Life here at Bloomsburg. They are pictures with a lot of vibrant colors and girls with costumes or cute outfits and girls are very interested in looking at stuff like that in photos. In one of the samples, the way the words were portrayed in the couple slides they were the same transition (for example, the words go from smaller to larger letters). I decided to do that for mine also fulfilling the repetition part of CRAP in the Rubric. I think the criteria for a “good” slideshow would be one that gets the point you’re trying to make across. It shows the audience persuasive pictures that will catch their eye. It also gives some kind of description of what exactly the freshmen girls are looking at when they look at certain pictures. Finally, I think slideshows should be persuasive that get your point across and in my case show the freshmen why joining Greek Life is so much more than just a resume builder.

**Ear Part Two- Brochure for Parents**

Parents for incoming freshman girls have a lot of questions about many things: Is she going to be tripled in her dorm room? What can she do on the weekend? What are the best clubs and organizations to join? Or in the case of my project, what is Greek Life and should my daughter join? Some parents will have all their questions answered by asking an OWL, which stands for an Orientation Workshop Leader, at freshman orientation or some parents will get dirty looks from their daughter if they try asking any questions. Since some parents don’t get their questions answered by asking, there has to be another way to help parents get answers to their questions. Parents need to ensure that their child is going to get the full college experience that parents expect them to get. Also, there are the parents that ask way too many questions so there has to be a way to answer all their questions in an easier way. What better way to answer all the questions then on a brochure.

In order to answer all the parent’s questions, I used a brochure that explained everything parents need to know about Greek Life. Parents have a lot of questions about Greek Life and to answer a majority of their questions easily I used the brochure to get the purpose of why their daughter should join a sorority across.

The characteristics I imitated from my sample brochures were the left aligned and bolded headings for each topic I talked about. Also, I took from one of the samples the big bold title. For my front page I made the title Greek Life and made it big and bold. From another sample I too used similar colors. I used black and purple because my title matched the picture which was black and purple. Also, all the words I used were black with purple headings. I think the criteria for a “good” brochure is the same color scheme throughout the brochure, as well as bolded titles that tell you what you will be talking about under each. I also believe a good brochure has a bold title page that stands out from the rest. Some brochures have title pages that are boring and when someone is walking past they will not even take the time to glance at it. I also believe a good brochure should answer numerous questions that one may have about a subject. In this brochure the parent’s questions will be answered pertaining to Greek life.

**Ear Part Three- Resume for Employers**

When students are applying for jobs many of the employers will skip right past you if you do not have a resume. Resumes are very important now a day with so many people who need jobs. Since there are so many applying for the same jobs students need to make resumes that stand out to the employer. To stand out to the employer more activities and more experience can help. They know academics is very important but they also know the activities and how well rounded you are matters just as much. One activity I focused on was being in a National Sorority. Since the sorority is national there are many members across the nation and one of them could be your potential employer. Usually if an employer sees you were in the same sorority you will have a better chance, than someone who wasn’t in a sorority, to get the job.

For employers I made a resume with a variety of activities and experiences on it some pertaining to the sorority, Alpha Sigma Alpha. Since Alpha Sigma Alpha is a national sorority the employer could also be in that sorority and that could impact if you get hired or not. Since employers are always looking at extra-curricular activities on resumes, being in a sorority will help boost your resume.

From my examples I imitated a couple different things from each of them. For my heading, I made my name big and bold so the employer could know exactly whose resume they were looking at. I took from one the examples the center aligned and bold heading with a line underneath to separate my personal information from the main part of my resume. I also used bullets under different categories to help explain what I did for each thing. For example under a former employer I bulleted what my duties were at that job. Also I bolded the first line of each category so it stood out, and an employer would be able to quickly skim through my resume and know exactly what I did for certain things. In one of the examples, the years for each activity were in its own separate column to the left hand side. I did the same for my resume because it was easier for the employer to know exactly when I did certain things. To me a “good” resume is one that will stand out amongst the millions that an employer looks at a day. It should have bold headings and easy to read font. The resume should be organized with different sections for different things. Everything on the resume should help show the employer why you would be the best candidate for the job.